

Welcome Aboard!

Greensboro Transit Agency is your municipal public transportation provider for the city of Greensboro, North Carolina. GTA has served the community since 1991 after assuming transit services from Duke Power who offered bus and trolley services since 1925. City of Greensboro Public Transportation staff carries out the day-to-day operations along with the Greensboro Transit Advisory Committee providing input.

GTA currently offers 16 routes and one connector route Monday - Friday, arriving every 30 minutes at the J. Douglas Galyon Depot in downtown Greensboro. On Saturdays and Sundays, the 17 routes arrive hourly. For route locations, refer to reverse side. For specific timetables, please refer to the individual route schedules.

Another service offered by GTA is Higher Education Area Transit (HEAT). Formed by a partnership between GTA and local colleges and universities, HEAT provides express service between member campuses and other select locations. Just like GTA, HEAT is available to the public although students of member schools can ride HEAT and GTA for free using school identification cards or school-issued HEAT passes.

For riders who cannot use a GTA or HEAT bus due to a disability, Access GSO offers door-to-door and curb-to-curb service throughout Greensboro. This service is available only to qualified applicants. Learn more about Access by visiting ridegta.com or calling 336-373-2634.



Ready to Move? Riding GTA is Easy!

To board the bus, wait for its arrival at any marked GTA or HEAT bus stop. As the bus approaches, view the route name and number on the front to ensure it is the correct bus. Once the bus has come to a complete stop, board the bus with your fare ready for insertion in the fare box. If needed, the operator will extend the wheelchair ramp for assistance on boarding. Upon paying the fare, please have a seat quickly in any available seat. In order to make room for additional passengers, please occupy only one seat. If you have packages and personal items, please store them at your feet within the seat area.

For the elderly and persons with disabilities, we request that the front seats are reserved for their use. If all of the seats are in use, you are welcome to stand, holding on the handrails provided for your safety. Safety regulations require that you do not stand forward of the yellow safety line near the operator.

During the trip, you may hear announcements with important information for your travels. Make sure to listen as any changes in service will be announced. As you are approaching your desired stop, pull the cord located along the windows to signal the operator. The bus will come to a top at the next marked bus stop. You may exit from the rear door as persons may be boarding at the front.

Live Bus Tracking/Planning

Want to know exactly where your bus is? Use our Transloc live bus tracker, available on the web at gtaheat.transloc.com or as a downloadable app from the Apple or Android app stores. Search for "Rider" and make sure to select Greensboro Transit Agency in the settings.

Severe Weather Service

GTA makes every effort to maintain service during inclement weather conditions, but bus service may be occasionally delayed or cancelled. You can get service updates from the following:

- Websites:** ridegta.com, greensboro-nc.gov, gtaheat.transloc.com
- Media:** WGHP Fox 8, WFMY News 2
- Social Media:** Follow us on Twitter & Facebook @gtaheat and Instagram @gtaheatbus

Fares, Passes & Transfers

Fares and Pass Prices

Currently, GTA charges a base fare of \$1.50 per trip with free transfers. For your convenience, we offer a number of discount fares and passes*

One Way Fare	
Regular	\$1.50
Discount	\$0.75
Child (5 years and under)	Free
Transfer	Free
*Discounts are available for Students (6 - 18), Seniors (65+), persons with disabilities, Medicare/Medicaid and Veterans.	

Change card
If you overpay your fare with cash on the bus, the operator can issue a change card by request. The change card can be used for future travel with fares deducted from the balance.

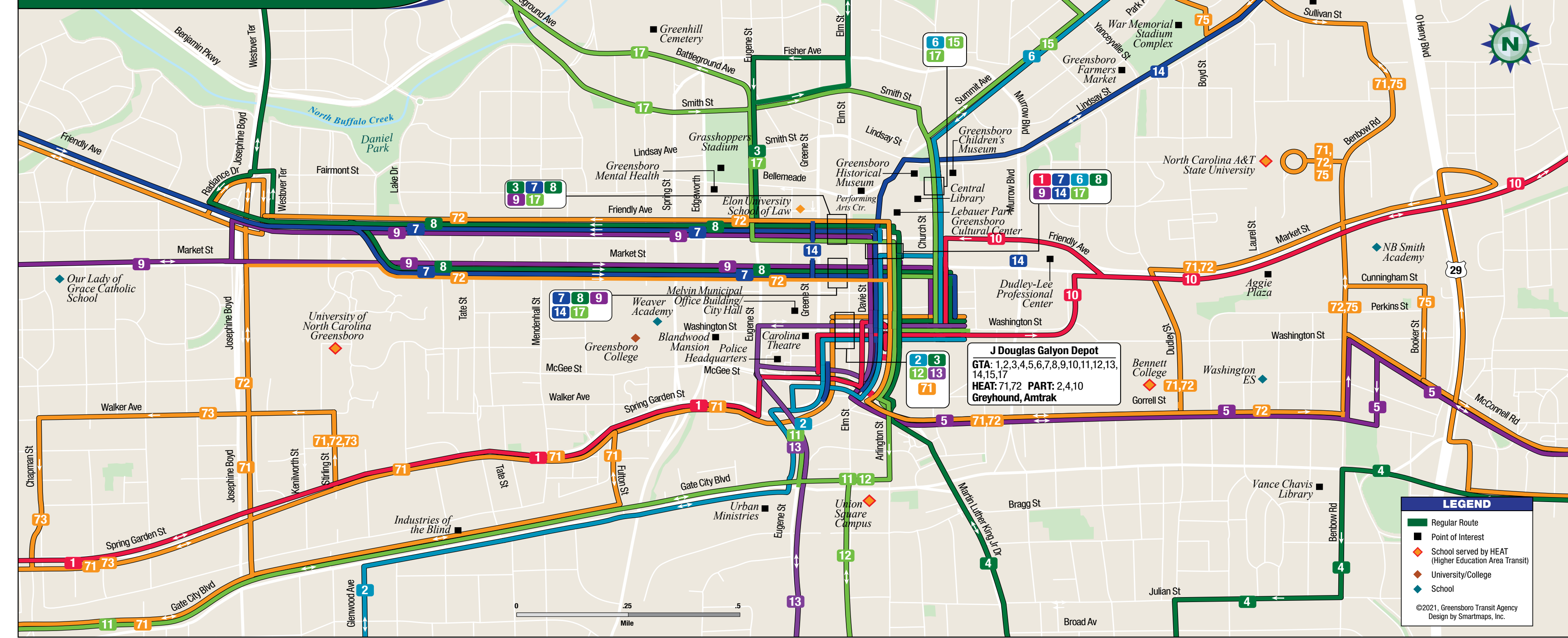
1-Day Unlimited Ride Pass

Adult	\$4.00
Discount	\$2.00

31-Day Unlimited Ride Pass

Adult	\$58.00
Discount	\$29.00

Greensboro Downtown Area



GTA Benefits

For the comfort of the riding public, GTA offers a number of amenities to make your trip enjoyable:

Kneeling Feature

All GTA buses are equipped with the ability to kneel, or lower closer to the ground for easier access. Please ask the operator to lower the bus if needed for boarding.

Security Cameras

For your safety, GTA and HEAT buses are equipped with cameras that record video and audio while they are in service.

Talking Bus

During your trip, automated announcements will keep you updated on route and service changes, meetings, rider rules and more. Please pay attention for this useful information.

Wheelchair Access

Both GTA and HEAT buses are equipped to carry persons in wheelchairs. The combination of rider and wheelchair must not exceed 600 pounds. When boarding with assistance of the operator, wheelchairs must be secured in the designated area for the safety of all the passengers.

Adopt-A-Stop

Is your organization looking for a great way to help keep Greensboro clean? You can Adopt-A-Stop! The Adopt-A-Stop program gives community organizations and businesses the opportunity to partner with Greensboro Transit Agency (GTA) to help keep our city beautiful. Partners "adopt" a bus stop or shelter and agree to keep it clean throughout the year and report any observed damage.

Bus Orientation Classes

As a public service, GTA reaches out to our future riders with a free transit orientation program. A guide can pick up your class or group from your location and educate everyone on the beneficial use of public transportation services. At the Depot, the guide will familiarize guests with the transit transfer center, as well as the other public transportation and service offerings located on

site. The bus orientation requires a minimum of 12 participants.

Bike Racks

Each bus contains a bicycle rack capable of carrying two bikes on a first-come, first-served basis. The rider is solely responsible for safely securing and removing their bicycles from the rack.

To use the rack, simply lower the bicycle rack into place and insert the bike into one of the two available slots. For security, make sure to lift up the support arm and secure it over the wheel for travel. When you arrive at your destination, advise the operator that you will be retrieving your bike and follow the loading instructions in reverse.

Commuter Connections

In the Corporate Connections partnership, employers provide their staff with transit passes for travel while GTA provides efficient transit services, travel training, route coordination, and communications and promotional assistance. Participation in the program can help reduce your transportation expenses and support public transportation. You can start the process by contacting your human resources office or GTA.

Bus Routes and Stops

GTA's system of routes and stops were created with the goal of serving the most number of riders throughout Greensboro. As the population and travel patterns change, GTA will reevaluate route and stop locations and make adjustments as needed. We also accept and review recommendations from our riders. Requests can be submitted through the website or by written request with most responses occurring within 30 to 60 days.

Bus Shelters

Greensboro Transit Agency has placed an emphasis on providing sturdy protective coverings at high use bus stops in Greensboro. While many factors may affect the feasibility of installing shelters, priority is given to locations requested by the public. You can submit a request for a bus shelter through the website at ridegta.com

Americans with Disabilities Act (ADA) - Greensboro Transit Agency (GTA) will comply with the Americans with Disabilities Act (ADA), which prohibits discrimination in the provision of programs, services or activities to individuals with disabilities. We invite any resident with a special need to contact our staff, so that a smooth inclusion may occur. If you have any questions about the GTA policy regarding ADA, or believe you have been unfairly discriminated against in the provision of programs, services or activities of the GTA, please contact: ADA Coordinator, 223 W. Meadowview Road, Greensboro, NC 27406

Reasonable Modification Requests - In accordance with 49 CFR Parts 27 and 37, Transportation for Individuals with Disabilities Reasonable Modifications Policies and Practices, the City of Greensboro/GTA is committed to ensuring a reliable, accessible experience for all customers. If, due to a disability, you are not able to fully utilize GTA programs and transportation services because of a policy or procedure that GTA has established, an individual may submit a request for a modification of the policy or procedure to the ADA Coordinator or designee. The requestor may complete a Reasonable Modification Request Form 10 business days in advance. The form is available online at ridegta.com or the requestor may submit the signed Request Form via fax, email, or US postal mail to ADA Coordinator, 223 W. Meadowview Road, Greensboro, NC 27406. The Greensboro Transit Agency will contact you and provide a written response to your request for a Reasonable Modification within seven days of its receipt. Please see the Reasonable Modification Guide for policies and procedures for reasonable modification request. If you require assistance completing the form, please contact the ADA Coordinator at 336-373-2182. *Please note that feasible requests can be handled on the spot.

GTA Rider Guidelines

As GTA is a shared-ride system, the following rules and responsibilities were established to help make the trip enjoyable for you and your passengers:

- Air Conditioning/Heating - The interior temperature of the buses are regulated by GTA policy that operators cannot override. Since some riders may be hot while others cold, it is recommended that passengers dress in layers for travel including a jacket or coat.
- Animals - Only trained guide and service animals assisting persons with disabilities are permitted on GTA vehicles. For the full Service Animal policy, please refer to the GTA website or call 336-373-2634.
- Baby Strollers and Seats - Infant children/toddlers must be removed from strollers and car seats while on the bus and the items stowed away safely.
- Carry-On Items - GTA policy limits the amount of shopping bags/carry-on items to four per passenger. These items must be in the control of the passenger at all times and may not be used to take up additional passenger seats.
- Drinking and Eating Prohibited - Please refrain from eating or consuming beverages while on board GTA vehicles. Closed food and beverage containers are permitted but must remain closed during travel.
- Fares - Have your fare ready as you board the bus to avoid unnecessary delays. Change cards are available on board if you do not have exact change.

- Front Row Seating - Please allow senior riders and persons with disabilities the use of the first two rows of seating. If a wheelchair passenger must be secured, please move to other available seating or stand.
- Headphones - Passengers must use headphones when listening to portable electronic devices. Please keep the volume at a reasonable level to avoid disturbing your fellow riders and to stay alert for important service announcements.
- Profanity and Unruly Behavior - Disruptive and unruly behavior including using profanity is not permitted at GTA stops, shelter, facilities and on board vehicles. Please be considerate around your fellow passengers.
- Proper Attire - GTA policy requires appropriate dress while on the bus and GTA property that forbids sagging pants and revealing tops. Violators will be asked to adjust their clothing or leave the property. The full policy is available at ridegta.com.
- Smoking - Smoking is not permitted on board GTA vehicles or in GTA facilities including bus shelters. This applies to traditional cigarettes and cigars as well as electronic cigarettes.
- Standing - To accommodate additional passengers on the bus, please stand behind the standee line if a seat is not available. As you board the bus, move towards the back to allow others to board behind you. Please do not stand or sit in the rear stairwell.
- Trash - Dispose of waste in on-board receptacles

- or in trash cans provided at bus shelters and stops. Please do your part to keep our buses and community clean.
- Weapons - Any object that is used to threaten, injure or cause damage to a person or property may be regarded as a weapon and is prohibited on GTA vehicles and property.
- Mobile Phones - Are permitted to be used on GTA vehicles, but please show consideration to other passengers by keeping your voice low and conversations to a minimum.

For a full listing of GTA Operating Policies and Procedures, please visit ridegta.com

See. Say. Now!

See a spill on the bus that needs attention? Witness unsafe behavior? Spot someone who you think may be a victim of human trafficking? Use our new See Say Now app to discreetly report concerns or share observations. Information you provide will be confidentially routed to appropriate staff or agencies for response. Download See Say Now by visiting your app store, or scan the QR code. You can also Text a Tip to 336-559-3900.



GTA Title VI Notice To The Public

The Greensboro Transit Agency is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended. It is GTA's objective to:

- Ensure that the level and quality of transportation service is provided without regard to race, color, or national origin;
- Promote the full and fair participation of all affected populations in transportation decision-making;
- Prevent the denial, reduction, or delay in benefits related to programs and activities that benefit minority populations or low-income populations;
- Ensure meaningful access to programs and activities by persons with limited English proficiency.

or she has been subjected to discrimination under Title VI on the basis of race, color, or national origin may file a Title VI complaint with GTA.

The complaint should include the following:

- The complainant's name, mailing address, telephone number, email address, etc.
- Describe how, when, where, and why the complainant believes he or she was discriminated against. Include the location, names, and contact information of any witnesses.
- Include any additional information the complainant considers relevant to the complaint.
- The complainant's signature and date.

Any such complaint must be in writing and submitted to the GTA Title VI Coordinator within 180 days following the date of the alleged discrimination. A Title VI Civil Rights Complaint Form is available online at ridegta.com or by calling 336-373-2634. Complaints should be addressed to: Title VI Coordinator, 223 W. Meadowview Road, Greensboro, NC 27406.

GTA Customer Service

We value your input and feedback to ensure GTA is serving your needs. GTA offers the following options for sharing your thoughts with us:

Phone/Online
Staffed most hours that our buses are in operation, you can call our live customer service agent at 336-335-6499. Also submit your feedback online at ridegta.com or through the See Say Now app or Transloc "Rider" app.

Social Media
GTA has a public presence on social media. You can follow us on Twitter and Facebook @gtaheat or Instagram @gtaheatbus. Note that accounts are not monitored 24 hours a day.

Greensboro Transit Advisory Committee Meetings, Public Meetings & Hearings

GTA holds open meetings to receive feedback on potential actions affecting GTA riders and the transit community. For meeting times, visit ridegta.com.

Comment Cards
Available on every bus and at the Depot, we welcome comments, concerns and praises. Please make sure to include your contact information if you wish to receive a response to your inquiries.

Copies of this document are available in accessible format upon request.

RIDE GUIDE

GTA
The Way To Move

HEAT
HIGHER EDUCATION AREA TRANSIT

Effective July 2021

336.335.6499
www.ridegta.com

Greensboro Transit Agency

New For You!
17
Routes on Sunday



GTA ROUTES

MONDAY-SUNDAY ROUTES

- 1 Spring Garden Street/ West Wendover Avenue
- 2 Four Seasons
- 3 North Elm Street
- 4 Martin Luther King, Jr. Drive/ Benbow / Willow Road
- 5 Gorrell Street
- 6 Summit Avenue
- 7 Friendly Avenue
- 8 Battleground Avenue
- 9 West Market Street
- 10 East Market Street
- 11 Gate City Boulevard
- 12 South Elm-Eugene Street
- 12A South Town Connector
- 13 Randleman Road
- 14 Bessemer Avenue / Phillips Avenue
- 15 Yanceyville Street / Brightwood School Road
- 17 Lawndale Drive

HEAT ROUTES

- 71 East-West HEAT
- 72 City HEAT
- 73 UNGC HEAT
- 75 A&T HEAT

GREENSBORO DOWNTOWN AREA

(See inset other side)



PART Express (Piedmont Agency for Regional Transportation)

PART provides bus service throughout the Triad area serving Greensboro, Winston-Salem, High Point and other locations. Several transfer points with GTA are available including the Depot. Additional fare is required. The PART Regional Fare Value Card can be used to pay fares on GTA and HEAT. For additional information, visit www.partnc.org or call (336) 883-7278.

LEGEND

- Regular Route
- Evening Route
- Point of Interest
- H Hospital
- ♦ School served by HEAT (Higher Education Area Transit)
- ♦ University/College
- ♦ School

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